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COMMITTEE MEETING ON HOUSE MEASURES

| COMMITTEE | MEASURES | | SUBJECT MATTER | ACTION TAKEN/DISCUSSION |
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| Creative Industry and Performing Arts (Special Committee) | HR 1802 | Rep. De Venecia | Inquiry into the state of Filipino gastronomy and culinary heritage | <p>The Committee, chaired by Rep. Christopher de Venecia (4th District, Pangasinan), will deliberate further on HR 1802 in its next meeting.</p> <p>Rep. De Venecia, who is also the author of the resolution, said that gastronomy falls under traditional cultural expression as it forms part of the identity of a place and is an essential component of cultural heritage. He thanked the resource persons in the gastronomy sector for their presence in today's meeting, and enjoined them to share their insights to help the Committee craft a meaningful and responsive piece of legislation that will promote the Philippine gastronomy and culinary heritage.</p> <p>Department of Trade and Industry (DTI) Undersecretary Rafaelita Aldaba made a presentation on gastronomy and culinary heritage. Aldaba explained that gastronomy refers to the relationship between food and culture, which involves discovering, researching, and understanding how local foods are prepared, as well as the different techniques and methods used with cultural influences. On the other hand, culinary heritage incorporates the origins of food-related activities of a certain society or cultural group. Both gastronomy and culinary heritage play vital roles in tourism, promoting and safeguarding local cultures, as well as contributing to the different sectors such as agriculture and food manufacturing.</p> <p>Aldaba further underscored the importance of having a strategic approach to promote gastronomy tourism, especially during this time of pandemic. She pointed out that government agencies should work with the gastronomy industry to promote agri-food gastronomy tourism, while working on an economic recovery plan that includes gastronomy tourism.</p> <p>Department of Agriculture (DA) Undersecretary Evelyn Laviña said that HR 1802 is a positive step towards the development of Philippine gastronomy. She added that the agriculture sector is the backyard linkage to gastronomy, supplying the ingredients needed by the latter. In this line, she informed the Committee of the involvement of the DA in various events</p> |

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| <p>Continuation... Creative Industry and Performing Arts (Special Committee)</p> | | | | <p>related to gastronomy such as the <i>Terra Madre Salone del Gusto</i>, the most important international event dedicated to food and gastronomy, and the celebration of Filipino Food Month every April.</p> <p>According to Laviña, the Filipino Food Month aims to preserve, promote, and ensure the transmission of Filipino culinary tradition to future generations; promote the use of indigenous ingredients; and support the various industries related to it.</p> <p>Department of Science and Technology-Food and Nutrition Research Institute (DOST-FNRI) Deputy Director Anthony Calibo emphasized the importance of introducing gastronomy to the younger generations for them to be exposed to Philippine traditional food and cuisines.</p> <p>Rep. Sharee Ann Tan (2nd District, Samar), shared her experience in establishing the Secret Kitchens of Samar, a campaign which seeks to make Samar a food destination in the country. The Secret Kitchens of Samar also aims to boost the province’s tourism and livelihood in order to generate more revenues and job opportunities for its people.</p> <p>Rep. Tan recounted that with the help of local government units in her province, a cultural mapping and food mapping were undertaken which became the bases for the Secret Kitchens project. She highlighted the need for close collaboration among four government agencies to develop the cuisine in a locality, namely, DA, DTI, DOST, and Department of Tourism (DOT).</p> <p>Rep. Tan also said that one big challenge the province encountered in its agriculture sector was the lack of connection to the market where farmers can sell their produce. She enjoined DA to help them in this regard. Laviña promised to respond to Rep. Tan’s concern.</p> <p>Rep. Francisco “Kiko” Benitez (3rd District, Negros Occidental) informed the Committee that the Municipal Agriculture Information bill was just passed at the committee level by the Committee on Agriculture and Food. The bill mandates every municipality to provide an up-to-date inventory of all agricultural commodities it produces. This could be a useful tool that will connect farmers to markets where they can sell their products, Rep. Benitez added.</p> <p>Meanwhile, Bonifacio Pimentel of the Ilustrado Restaurant lamented that Filipinos are losing interest in traditional Filipino cuisine because of the proliferation of foreign cuisine in the local market. He emphasized the need to promote Filipino traditional food through</p> |
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| <p>Continuation... Creative Industry and Performing Arts (Special Committee)</p> | | | | <p>advertising and creation of online communities for this purpose.</p> <p>Likewise, Joey Ong, founder and managing director of Dojo Creative Storytellers and a kitchen manager at Seventeen O'Nine, said that before aiming for something big, the government should first appeal to all Filipinos to support the country's gastronomy and culinary heritage, an initiative lacking among most Filipinos. (Dojo Creative Storytellers specializes on digital content and social narratives. It writes stories for brands so they can get noticed online.)</p> <p>Reps. Benitez and Sharon Garin (Party-List, AAMBIS-OWA) inquired about the programs or activities of the DTI that support and promote Philippine gastronomy.</p> <p>DTI Assistant Secretary Napoleon Juanillo Jr. said that the DTI, together with other government agencies, has initiated the Regional Inclusive Innovation Centers (RIICs) which aim to know who is producing what and to come up with an inclusive framework to formulate and adopt responsive and sustainable food policies.</p> <p>Philippine Culinary Heritage Movement (PCHM) founder Jam Melchor discussed the importance of food mapping. He said that food mapping focuses on gathering information about food history, gastronomic roots, food system, environmental and societal problems that involve food, and data necessary to formulate solutions on food system-related issues.</p> <p>Melchor recommended that Philippine gastronomy education should be integrated in the existing curriculum of students in order to promote Philippine gastronomy and culinary heritage among the youth. He also talked about "gastrodiplomacy," or the effort of building the nation's image through food, by using Filipino food as a tool to foster cultural understanding among countries.</p> <p>Rep. De Venecia thanked the resource persons for their active participation during the discussion.</p> <p>For its next meeting on HR 1802, Rep. De Venecia announced that the Committee will discuss the following topics: international competitiveness of Filipino food, awareness and advocacy, creative labor, and development of the sector's human resource.</p> |
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